



Asia New Zealand
Foundation

Te Whītau Tūhono

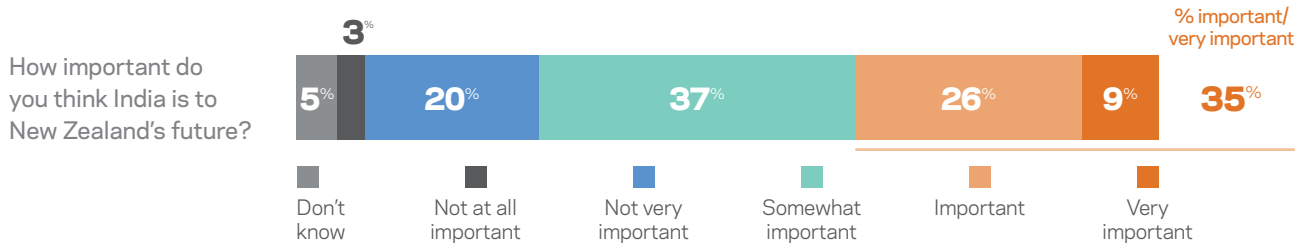
2025 PERCEPTIONS OF

INDONESIA

This country profile is based on our latest *New Zealanders' Perceptions of Asia and Asian Peoples* report. The results of the survey give a unique glimpse into the importance of Indonesia to New Zealanders.

IMPORTANCE TO NEW ZEALAND'S FUTURE

35 percent of New Zealanders see Indonesia as important to New Zealand's future.



FRIEND PERCEPTIONS

47 percent of New Zealanders identify Indonesia as a friend or close friend, up nine percentage points from last year.

Only **four percent** of New Zealanders see Indonesia as a threat.

Close friend/friend

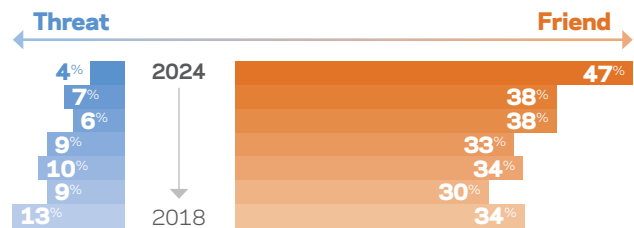


Major threat/threat

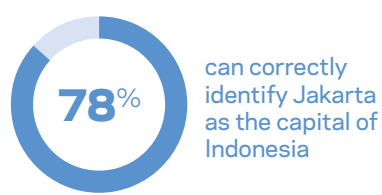


HOW HAVE PERCEPTIONS CHANGED SINCE 2018?

Positive sentiment towards Indonesia has increased over time. While **34 percent** of New Zealanders saw Indonesia as a friend in 2018, **47 percent** view it as a friend today.



HOW MUCH DO NEW ZEALANDERS KNOW INDONESIA?



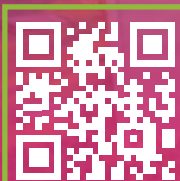
"Indonesia and New Zealand are close geographically and will face some of the same challenges when environmental issues arise."

Female, 18-19 years, Samoan, Auckland

"Indonesia is a close Indo-Pacific partner with New Zealand and plays a major role with New Zealand prosperity and also security."

Male, 18-19 years, New Zealand European, Auckland

QR CODE TBC



The Asia New Zealand Foundation Te Whītau Tūhono is New Zealand's leading provider of Asia insights and experiences that help New Zealanders build their knowledge, skills and confidence to excel in Asia.

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